MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

DMK5214 – PRODUCT PLANNING AND MANAGEMENT

11 AUGUST 2022
09.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 **page**, excluding this cover page.
2. Essay questions. Answer ALL questions.
3. The total marks for this exam is **100 marks**

Answer all the questions.

Question 1

a) In the New Product Development process, the organization conducts the Full Screen before deciding to undertake the technical work on a product. Explain what is Full Screen? (5 marks)

b) Discuss and explain the purpose for conducting a full screen? (20 marks)

Question 2

a) In today's era of fast-paced life, consumers are more demanding than ever. To keep up with customer expectations, organization are increasingly investing in Voice of the Customer (VoC) programs. Explain what is VoC? (5 marks)

b) Based on your understanding of VoC, suggest 4 questions that can be asked to better understand the VoC. (20 marks)

Question 3

Conducting the product use testing is the stage where the product prototype is ready and is tested among real customers or users. Identify and explain who should be included in the user group. (25 marks)

Question 4

Many factors work together to make a strong brand. List and discuss the various characteristics used to assess the strengths of a brand. (25 marks)

[Full: 100 marks]

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